



BIKE SHARE

March 1 - March 31 2018 Report Tempe



GRID Bike Share is Operated By:



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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	115	32
Active Virtual Stations	8	0
Active Bikes (averaged over the month)	922	N/A
Trips		
Total Trips	12,752	5,278
Trips Per Day (average)	411	170
Utilization Rate (trips per bike per day)	.5	.13
Active Members		
Total Membership	22,548	N/A
Monthly/Yearly Plans	781	N/A
Pay-As-You-Go & 7 Day Plan	21,767	N/A
Revenue		
Total Revenue	\$40,422.74	\$8,386.25
Maintenance/Customer Service Activity		
Total CS Cases Created	574	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	30	256
Monthly	72	263
Annual	0	149
Other	5	113
Pay As You Go	1,622	21,662
7 Day Pass	369	105
TOTAL	2,098	22,548

Trips

Cumulative Trips Per Day of the Week
March 2018 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
688	667	729	909	906	755	624

Trip Initiation Method (Tempe Only)

Table 4

Mobile	412
Keypad (manually entered)	4,730
Keypad RFID Card	128
Website	8

Table 5

	March (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	12,752	31,385	5,278	13,917
Total Miles Ridden	21,870	53,966	9,266	24,484
Avg Trip Distance	2.6	2.4	1.8	1.9
Avg Trip Time	34:26	30:42	22:32	21:23
Avg Weekday Trips	400	334	177	139
Avg Weekend Day Trips	793	744	153	146
Holds	595	1,385	N/A	N/A
Ended out of Hub	4,542	9,923	2,624	6,222
Ended out of System Area	36	84	10	29

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Trip Stats by Member Type (Full System)

Table 6

Member Type	Mar. Trips	%	Trips YTD	% YTD
Pay-as-you-go	5,360	42%	12,358	39%
7 Day Pass	1,268	10%	2,708	9%
Annual	612	5%	1,505	5%
Monthly	1,262	10%	3,611	12%
Student	3,634	28%	9,863	31%
Other	616	5%	1,340	4%
TOTAL	12,752		31,385	

Trip Stats by Member Type (Tempe Only)

Table 7

Member Type	Mar. Trips	%	Trips YTD	% YTD
Pay-as-you-go	2,040	39%	4,853	35%
7 Day Pass	473	9%	1,238	9%
Annual	47	1%	126	1%
Monthly	521	10%	1,387	10%
Student	2,164	41%	6,232	45%
Other	33	1%	81	1%
TOTAL	5,278		13,917	

Sunday, March 25th was the highest day for regional ridership with a total of 586 trips taken. For trips originating in the Tempe service area, Sunday, March 25th was also the top day for ridership with 259 trips taken.

Station Performance

Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P106: 1st St / Washington St (Sponsored by SRP)	733	M114 MacDonald and 1st. Ave (Alhambra Hotel)	2
T20 Tempe Center for the Arts	682	P176 Buckeye Rd / 13th St	2
P127 Central Ave / Roosevelt St	665	M113 2nd St. and Morris (Mesa Center for Higher Education)	1
P123 5th Ave / Fillmore St	527	M111 Broadway / Olive	0
P129 5th St / Roosevelt St	523	M118 MacDonald and 2nd St.	0
T17 Tempe Beach Park	473	M119 5th St. and Hibbert (Escobedo Park)	0
P125 Pierce St / 1st Street	428	M121 2nd Ave. and Center	0
P120 Central Ave / Taylor St (Sponsored by SRP)	405	M122 462 N. Drew St. (Drew Community Park)	0
P124 3rd St / Taylor St	404	P151 3131 S. Central Ave (Audubon Center)	0
P109 Adams St / 1st Ave	349	P174 Washington St / 2nd St	0

Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Table 9

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T20 Tempe Center for the Arts	10	352	330	682	0	7.92
T17 Tempe Beach Park	25	234	239	473	0.03	0
T14 College Ave / University Dr	15	163	166	329	0	0
T16 Apache Blvd / Rural Rd	15	129	177	306	0.85	0
T24 Westside Center	10	128	135	263	1.53	6.74
T01 5th St / Forest Ave	20	127	131	258	0	0
T28 Rio Salado Pkwy / Mill Ave	10	123	127	250	0	0
T05 McClintock Dr / Apache Blvd	15	123	118	241	0	0.63
T11 University Dr / Mill Ave	20	108	122	230	0	0
T02 3rd St / Mill Ave	9	124	101	225	0	8.35
T18 Neil Giuliano Park	15	105	117	222	0	0
T31 6th St / Mill Ave	15	108	105	213	0	0
T04 Apache Blvd / Dorsey Ln	10	94	117	211	6.2	0.61
T27 McAllister Ave / Apache Blvd	25	78	129	207	0	0
T26 ASU Memorial Union	25	82	121	203	8.66	0
T25 University Dr. / ASU Student Housing	23	91	111	202	0	0
T13 College Ave / Apache Blvd	15	90	106	196	1.42	0
T03 Rural Rd / Terrace Rd	11	104	88	192	0.41	5.21
T21 Forest Ave/ Lemon St. (Gammage)	20	71	112	183	0.6	0
T29 Tempe Town Lake Marina	9	79	78	157	0	7.19
T15 8th St / Dorsey Ln	10	35	76	111	0	0
T08 Apache Blvd / Price Rd	10	33	38	71	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	34	31	65	0	0.38
T10 Washington St / Priest Dr	10	26	31	57	0	0
T19 Kiwanis Park	15	23	28	51	0	0
T22 Baseline Rd / Priest Dr	10	23	28	51	0	0

T12 Rural Rd / Southern Ave	10	17	31	48	0.32	0
T09 Washington St / Center Pkwy	9	16	24	40	0	0
T30 Evelyn Hallman Park	8	17	13	30	0	0
T32 North Tempe Multigen Center	10	13	17	30	0	0
T07 Smith-Martin / Apache Blvd	10	11	14	25	0	0
T23 Escalante Center	10	2	5	7	0	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	874,782	1,142,283	370,640	979,360
Carbon Offset	19,284.98 lbs	25,172.2 lbs	8,154.08 lbs	21,545.92 lbs

*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO₂ per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	922	N/A
Bikes inspected in field	2,644	1,365
Bicycles repaired	191	77
Average bike repair time	30	30
Bikes lost or stolen	4*	2*
Graffiti Cleaned	5	3

*All four stolen bikes were recovered.

Out of Station Lock-Ups in Tempe

Of the 5,278 trips started in the Tempe system area in March, 2,624 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Tempe Marketplace Shopping Center, Tempe Beach Park and the Safeway Market complex located at South Rural Rd. and East Broadway Rd.

Reported Repairs/Issues (Full System)

Table 12

	Type of Issue	March	YTD
1	Other	145	311
2	Seat	5	19
3	Shifting/Pedaling	34	86
4	Lock	53	113
5	Keypad	62	138
6	Brakes	14	30
7	Flat Tire	46	114
8	Lighting	9	23
9	Frame	5	15

Compared to the previous month there was a .38% increase in repairs/issues reported by users via the bikes on-board keypad. In March, 2.93% of all trips resulted in a user submitted repair request.

Customer Service Reporting

The top customer service contact category for the GRID system in March was Member Inquiries.

Table 13

Reason For Contact	March Created Cases (Full System)	YTD
Member Inquiries	63	151
Billing	25	66
Account Management	29	79
Bike Issue	21	66
Charges	42	84
General Education	16	51
Operations	72	148
Sign Up	7	23
Hub Request	3	8
Partnerships	6	12
New Program Request	1	1
Total CS Cases Created	285	689

Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	70 seconds
Avg duration of call	6 minutes 30 sec

Service Levels

Agreed Service Levels for Operations within the Tempe System Area

Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	100%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Financial Summary

In March, the average revenue for the full system was \$34.62 per bike and \$2.50 per trip.

Table 16

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$9,878.00	24.44%	N/A
Ride Fees	\$23,531.74	58.21%	\$8,943.25
Out of Hub Fees	\$40.00	0.10%	\$20.00 (combined fees)
Out of System Area Fees	\$80.00	0.20%	
Rider Bonuses Given	-\$1,607	-3.98%	-\$577.00
Ad Revenue	\$8,500	21.03%	
TOTAL	\$40,422.74		\$8,386.25

*Data has not been audited and is only to be used as an approximation of Gross Revenue

Marketing Summary

Social Media

Table 17

Social Media Outlet	Impressions
Facebook	3,094
Twitter	31.4 K
Instagram	3,863

Events

Table 18

Event Name	City	Date
Phoenix Rising Home Tours	Phoenix	3/4
Happy Hour at the Hub	Phoenix	3/8
Happy Hour at the Hub	Tempe	3/13
Modern PHX Home Tours	Phoenix	3/17
Choice Neighborhoods Bicycle Jeopardy	Phoenix	3/20
Choice Neighborhoods Bicycle Jeopardy	Phoenix	3/22
Happy Hour at the Hub	Phoenix	3/22
Happy Hour at the Hub	Phoenix	3/27

Weather

(Source: www.wunderground.com)

Table 19

Mar.	Trips	Temp. (°F)			Precip. (in)	Events
	Full System	high	low	avg	sum	
6	338	71	44	58	0	
2	392	77	46	62	0	
3	397	76	48	62	0	
4	359	67	53	60	0	
5	262	72	45	59	0	
6	242	80	49	65	0	
7	310	79	51	65	0	
8	301	81	57	69	0	
9	369	84	54	69	0	
10	383	75	62	69	T	Rain
11	374	76	58	67	0.04	Rain
12	414	83	58	71	0	
13	444	83	60	72	0	
14	489	85	61	73	0	
15	425	72	57	65	0	
16	435	74	53	64	0	
17	444	73	51	62	0	
18	383	68	53	61	T	
19	366	74	50	62	0	
20	411	80	50	65	0	
21	403	83	56	70	0	
22	427	89	62	76	0	
23	376	84	70	77	0	
24	565	82	59	71	0	
25	586	77	55	66	0	
26	448	75	55	65	0	
27	452	76	53	65	0	
28	522	80	53	67	0	
29	448	86	56	71	0	
30	509	89	60	75	0	
31	478	92	62	77	0	